

ABSTRACT OF THE DISCLOSURE

An automatic jigging device (10) that may be secured to a rod (16) of a fishing pole (12), thereby imparting action to a fishing lure, and broadly comprises an actuator (22) attached to the rod (16) and a controller (24) for controlling the actuator (22). The actuator (22) preferably includes a rotating assembly (28) for causing the vibration, a housing (32) for containing the assembly (28), and a rod mount (34) for securing the housing (32) to the rod (16). As a motor (30) rotates the assembly (28), the assembly's (28) offset center of gravity causes the actuator (22) to vibrate. The rod mount (34) preferably comprises one or more clips having an internal diameter approximating the rod's (16) external diameter. Thus, the actuator (22) may be firmly seated onto the rod (16), but not the handle (14), of the fishing pole (12), thereby leaving the handle (14) unobstructed.